INDUSTRY PRESENTATION / RESTAURANTS & DELIVERY

STOP PRINTING ADVERTISING THAT GETS THROWN AWAY.

A useful advertising space that stays with the guest after the meal — and keeps a direct route back to your restaurant.

GUEST → USEFUL GIFT → RETURN VISIT



01 / THE PROBLEM WITH A DISPOSABLE FLYER

YOUR MESSAGE SHOULD LAST LONGER THAN THE HANDOUT.

A paper flyer can deliver a message. But once it has been read — or ignored — there may be no reason for the guest to keep it.

TRADITIONAL FLYER

HAND OUT → READ → DISCARD?

The advertising opportunity may end as soon as the paper is thrown away.

HOLDERCARD

HAND OUT → KEEP → REUSE

Practical use offers a reason to retain the branded message and see it again.

Less disposable advertising is the design intention; actual retention and waste reduction need campaign-specific measurement.

02 / THE MECHANISM: ADVERTISING WITH A SECOND LIFE

ONE CARD. TWO PURPOSES.

A compact printed advertising surface transforms into a practical smartphone stand.



FLAT / BRAND MESSAGE + QR



FOLDED / EVERYDAY FUNCTION

Real HOLDERCARD product photographs. Print artwork, creases and cutout require approval on an actual production sample.

03 / THE EXPERIENCE AT THE TABLE

A LITTLE GIFT.
A BETTER MOMENT.

Give the guest something useful at the table — not another coupon to dispose of.

WELCOME	“This is yours to keep.”
DISCOVER	Scan the QR for the menu.
USE	Rest a phone while dining.



04 / THE CUSTOMER JOURNEY AFTER THE MEAL

THE MEAL ENDS.
THE CONNECTION STAYS.

A kept object can lead the guest straight back to your own ordering page without first searching for your restaurant.

01 **IN THE RESTAURANT**

Offer it with a meal or takeaway order.

02 **AT HOME**

A phone stand becomes part of daily life.

03 **WHEN HUNGRY AGAIN**

The QR opens your menu, loyalty page or ordering flow.



The QR destination can evolve if the restaurant manages a persistent page or redirect. Return orders are not guaranteed.

05 / WHY THIS IS DIFFERENT FROM A PAPER LEAFLET

BE USEFUL.
GIVE THE BRAND A REASON TO STAY.

This is not a claim of zero waste. It is a different way to design a physical advertising contact.

LESS THROWAWAY POTENTIAL

Utility can help the printed advertising avoid immediate disposal.

MORE THAN ONE OCCASION

A retained stand can make the brand visible on another day.

POSSIBLE WORD OF MOUTH

Guests may show an unusual useful item to others.

UTILITY → RETENTION OPPORTUNITY → REPEATED BRAND VISIBILITY

06 / A REAL PHYSICAL ADVERTISING MEDIUM

BRANDS HAVE ALREADY USED THIS FORMAT.

Real commissioned campaigns across industries — not stock images of a generic stand.

TOYOTA AUTOART

Model-specific dealer advertising with documented repeat projects.

KAMMED

Branded medical equipment campaigns and repeat orders.

STALEKS

Personalized cards for international sales managers.

DOCUMENTED PRODUCTION AND ORDERS — NOT A CLAIM OF MEASURED RESTAURANT ROI.

Case studies and original product imagery are available at holdercard.com.

07 / CORPORATE PRICING EXAMPLE — UKRAINE

MORE CARDS. A BETTER UNIT PRICE.

Current Ukrainian corporate rates, EUR per branded HOLDERCARD. Other destinations quoted separately.

PILOT CAMPAIGNS

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

MULTI-LOCATION CAMPAIGNS

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / CUSTOM QUOTATION AFTER FACTORY CAPACITY AND PRICE CONFIRMATION

Approved Ukraine list, 26 Oct 2026. Production, artwork, delivery and applicable taxes confirmed for each order.

08 / START SMALL. MEASURE WHAT MATTERS.

ONE PILOT.
A WAY TO MEASURE RETENTION.

Example: 1,000 cards across selected restaurants or takeaway orders, with a measurable QR destination.

01

DISTRIBUTION

Track how many gifts are handed out at each restaurant.

02

DIGITAL ROUTE

Separate QR links for menu, repeat order and loyalty page.

03

MEASUREMENT

Compare later scans, repeat visits and campaign response.

COMPARE WITH A FLYER. MEASURE THE DIFFERENCE. DO NOT ASSUME THE RESULT.

09 / NEXT STEP: DESIGN THE CAMPAIGN

YOUR RESTAURANT.
ADVERTISING WORTH KEEPING.

Turn a disposable handout into a useful branded object. Keep the QR path to your own menu, ordering page or next offer within reach.

EXAMPLE: 1,000 CARDS / €440 IN UKRAINE

Agree the artwork, QR destination, quantities and delivery details before production.

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